

# TIFFANY & CO.

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## **Tiffany & Co. Unveils Its Newly Transformed Palo Alto Store with Façade Designed by Shigeru Ban**

PALO ALTO, CA (September 28, 2023)— Today, Tiffany & Co. announces the opening of its newly renovated Palo Alto store, an exceptional retail concept sprawling 6,300 square feet with a facade envisioned by internationally acclaimed architect and recipient of the prestigious Pritzker Architecture Prize, Shigeru Ban.

Following the grand opening of the Tiffany Landmark earlier this year, Palo Alto marks the latest chapter in Tiffany & Co.'s design evolution, furthering its commitment to brand elevation and consumer experience through its partnership with a world-renowned architect. The store interiors have also been completely reimaged into a new world of wonders, reintroducing its clients to a new Tiffany & Co.

The bespoke façade by Shigeru Ban is a harmonious blend of materials chosen to create an ever-changing visual spectacle for passerby. The interplay of textures and elements on either face of the vertical slats is a testament to Tiffany's dedication to creating transformative experiences. As passersby view the storefront from different angles, the facade comes to life, changing color and evolving with each perspective.

The materials used, American Oak, native of California, express Tiffany & Co.'s connection to the locale while the vertical glass slats can be infinitely adjusted to various colorways to accommodate different seasons, themes, or campaigns.

Upon entering the store, clients are immediately immersed in the world of Tiffany & Co. with a custom Schlumberger Blue Flame artwork that pays homage to Tiffany's heritage and longstanding collaboration with the designer. As you progress through the store, soft curves and organic lines reminiscent of clouds on curvilinear walls create an elegant and contemporary environment. The jeweler's iconic Tiffany Blue® appears in delicate touches throughout the store, while rounded cases in a polished champagne hue showcase an array of signature Tiffany & Co. designs, including pieces from the new Lock collection, Tiffany T, HardWear, Elsa Peretti®, Tiffany & Co. Schlumberger® and more.

Further along, the iconic Diamond Eye installation composed of an abstraction of facets reminiscent of those of a diamond is a tribute to Tiffany's heritage and authority as the purveyor of the world's finest diamonds. The heart of the store also features an impressive sapphire colored Lobmeyr chandelier featuring intricate crystal designs, a nod to Tiffany's exquisite jewelry craftsmanship.

For further inquiries, please visit [press.tiffany.com](https://press.tiffany.com).

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The elegant, rounded selenite cases, replacing traditional linear displays, afford clients the opportunity to shop in a more intimate way. Interior finishes draw inspiration from archival motifs and are reimagined in modern interpretations of custom plaster and wall finishes, gold cerused wood accents, blond oak parquet floors, plush rugs, intricate metal mesh, as well as gold-leafed columns. The wealth of details mixed with the purity of the façade by Shigeru Ban provide clients with an experience only Tiffany & Co. can offer.

Tiffany & Co. Palo Alto is located at 149 Stanford Shopping Center and is a testament to the brand's further commitment to its clientele in the region. Please visit [www.tiffany.com](http://www.tiffany.com) for more information.

## **About Tiffany & Co.**

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 13,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Nearly 5,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company's own workshops, realizing the brand's commitment to superlative quality.

Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit [tiffany.com](http://tiffany.com).

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